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ABSTRACT

Publicity for preschool cooperatives is described. Publicity helps produce financial support for preschool cooperatives. It may take the form of posters, brochures, newsletters, open house, newspaper coverage, and radio and television. Word of mouth and general good will in the community are the best avenues of publicity that a cooperative nursery school has. Parents may be able to use their influence for publicity through churches, YMCA, YWCA, YMHA, civic associations, boards of education, county health services, political groups, public libraries, teacher's associations, professional societies, service clubs, and junior and senior chambers of commerce. (DJ)

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COOP VALUES TO THE COMMUNITY

At the meetings of the Parent Cooperative Section of the NATIONAL COUNCIL ON FAMILY RELATIONS last August at Ames, Iowa, Mrs. Elba Crum, Consultant in Family Life Education, Public Schools of Seattle, Washing[illegible] Which Accrue to the Community" from membership in parent co operatives. These were:

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PUBLICITY

1:00 p.m. - Miss Aubin, of Mont
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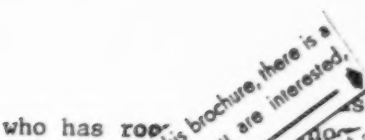

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Butt[illegible]ll and her
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[illegible]our eminent authorities in the field of educati
highlight the Sixth Annual Conference of Parent Coo
Preschools International: Dr. Edward Brice of the
Education, Dr. James L. Hymes of
Mr. Richard E. Orton of the Office
and Dr. Katharine Whiteside Tayl
development of cooperative presc
The two-day meeting will be held
7100 Connecticut Avenue, Chevy
blocks north of Washington, D
The Conference staff, cho
Federation of Cooperative Sc
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has planned a stimulating p
the 29th, begins with a tou
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Tel. 416-52[illegible]

Mrs. Jean
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Pittsburgh, Pennsyl
You are invited to a
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CHILD
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TEACHER
PARENTS

COOPERATIVE EDUCATION

November 9th

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Cooperative Pres

Although there are still a few people who think that a Co-op is an agricultural organization and that a nursery refers to "a place where they grow plants", there are many more Canadians now who know that a nursery may be a place where children grow and that a Co-op can be a very special brand of preschool.

Cooperative schools in Greater Vancouver, at least one in Montreal, and in the Province of Ontario, began to operate in the early 1940's. On the west coast Canadian groups were fortunate to have the Extension Department of the University of British Columbia as a resource and inspir[illegible] Vancouver [illegible]oups had in-
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The Summer [illegible]efore [illegible]indergar[illegible]n

The [illegible] important [illegible]hing parents can do to prepare their children for Kindergarten, according to Mae Webb, a Kindergarten teacher at Brandywine School in Schenectady, is to acquire certain attitudes toward school. If parents feel sure their child will like school, will like his teacher, will enjoy the other children, and will be able to cope with the new and different learnings in Kindergarten, then the child will look forward eagerly to school.

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[illegible]nt Co-operative
[illegible]h and 10th, 1967
[illegible], Quebec, Canada
[illegible]al Lakeshore
[illegible]e chairmanship
Council [illegible] of Mrs. Jean Stevenson, Vice-president, Northeast District

Parent Cooperative Preschools International

ED 069396

Publicity
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Earlier edition by Katherene M. Range
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This booklet is provided for parents and educators
that they may prepare the child of today for
his role in the community of tomorrow.

PS 00714

Drawings by Billie Jo Mericle

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Dorval, Quebec, Canada

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Membership in Parent Cooperative Preschools International helps to:

* promote interchange of information among parent cooperative nurseries and kindergartens
* promote community appreciation of the increasing need for parent and preschool education
* encourage continuing education for teachers and parents
* promote desirable standards for the programs, practices and conditions in parent cooperative preschools
* study legislation designed to further the health and well being of children and families
* cooperate with family living, adult education, and early childhood organizations in the interest of more effective service relationships with parents of young children

Other booklets available from the PCPI library of service materials include:

* PCPI Membership Information Packet--free
* Complete PCPI Guideline Packet
* Is This For My Child?
* Orientation
* Teacher Hiring
* Starting a Cooperative Nursery or Kindergarten
* Safety in the Preschool
* Learning Together

Other titles will soon be forthcoming. For membership information and a complete publications and price list, write:

PCPI
20551 Lakeshore Rd.
Baie d'Urfe
Quebec, Canada

Why Preschool Publicity?

A completely qualified staff, a modern building, and up-to-date equipment do not make a good nursery school. Full enrolment and interested parents do. How does a school best insure full enrolment? Through good publicity.

Most schools need a fund raising event to supplement parents' fees or to purchase major equipment. How does a school best insure community response to fund raising projects? Through good publicity. Other benefits of good continuous publicity and public relations are donations of new or used equipment, free supplies, interesting visitors, and free speakers for parents' meetings.

Some form of publicity should be used by a cooperative preschool throughout the year, including summer holidays. The medium will change to suit the event, or the needs and resources of your individual school.

Posters

Posters are one of the most effective advertising media available to preschools. A simple, attractive poster in a strategic spot can be used to draw attention to any preschool activity from registration to fund-raising to workshops and other adult-education sessions.

Posters should be located in areas frequented by parents of young children--super markets, drug stores, coin-operated laundries, community centres, beauty parlors, bowling alleys, churches.

Art work or collage adds eye-appeal; a central motif that appears on all posters as your trade mark provides quick identification. The name of your school and the address should be prominently displayed. The name and phone number of your chairman or an aware parent who is usually in to take calls should be included, preferably on tear-off slips as a convenience for busy mothers.

Brochures

"Is This For My Child?", a fold-over leaflet with a concise resume of the benefits of a coop nursery program is available from PCPI at a nominal cost. These can be placed in doctors' and dentists' offices, beauty parlors, etc. Space is provided on the back for the name and address of your school and your registrar's name and phone number. Councils can use these flyers, too, with several phone numbers and locations listed. A sample copy of this brochure is included in the Information Packet available free of charge from PCPI.

Newsletters

Newsletters can mention day-to-day school activities, special events and field trips, social gatherings, fund raising efforts, and notice of adult education meetings. They can be weekly, monthly, quarterly, or whatever suits your particular school.

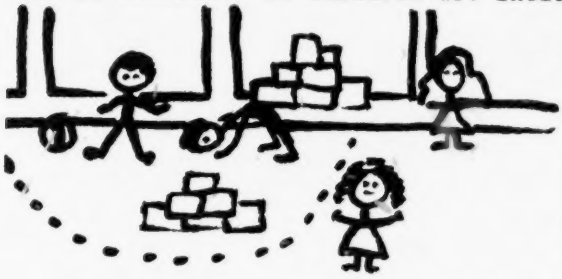
Newsletters are most generally used to keep your current parents in touch with school happenings. However, they can also be used to good advantage as a public relations medium, if an alumni list is maintained and newsletters are sent to previous parents and associate members. Keeping old members in touch and interested in your school is one way to insure their return with younger children and their promotion of your school to friends.

Hold an Open House

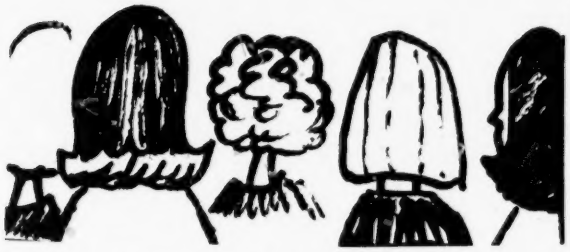
An open house can be offered to prospective parents, to kindergarten teachers, or to any member of your community interested in good pre-school education. Your aims and organization will differ little for the three groups.

The agenda should include a tour of classrooms and other facilities, a talk by the teacher or chairman on the aims and organization of a cooperative nursery school, and a question and answer period. The school's equipment should be displayed and samples of children's projects may also be shown. Photos, slides or a film strip may be used. Provision should be made for name tags, with all school executive, the teacher and hostesses using a distinctive color or some identifying symbol. Well-informed mothers or committee members should act as guides and hostesses and should be available to answer questions. Refreshments are usually offered.

For parents, a "mother-and-child" morning or an "adults only" evening can be offered. If children are included, they should be offered a tour of the school, light refreshments and a period of quiet supervised play while Mother joins the discussion group.



Inviting kindergarten teachers to an open house can lead to a better understanding of the relationship between a cooperative nursery school and the kindergartens. Your teacher can offer a detailed analysis of the goals and program of the nursery school.



Offering an open house to the entire community can provide many dividends--increased enrolment, donations of money or equipment, offers of help in various fields, and a general public awareness of your aims, ideals, and needs.

Newspaper Coverage

Regular news or feature articles in a daily or weekly newspaper provides excellent publicity for a cooperative nursery school or council. Suburban weeklies are interested in community affairs and are usually receptive to news items from your nursery school.

A personal contact is a great asset. Find out the name of the news or women's editor. A phone call, a short letter or a visit to the editorial offices will introduce yourself as publicity chairman of your school. Explain your program and your aims and activities. Ask whether the paper would be interested in regular newsworthy stories.

What is newsworthy? The opening of your school; expansion of facilities; the annual general meeting with a list of newly-elected officers and highlights from the speaker's address; field trips with pictures; the Christmas party--photo and reasonably long caption; parent education workshops and conferences; special visitors to your school; visits to other schools or attendance at preschool conventions by your staff or parents.

There are three approaches to news coverage. You can call the editor, brief him on the news event and invite him to send a reporter and photographer. Provide at least two or three days' notice; specify the exact date, time and location. If a reporter isn't available you can write your own article but ask for a photographer, or you can submit your own story and photo.

When a reporter comes, have someone on hand to greet him, to answer questions, to give him a tour, and to introduce him to the staff, guest speakers or executive. Have an advance copy of speeches available to insure accuracy of reporting.

If you are your own newsman, follow the journalistic approach of clarity, accuracy and timeliness. Study the newspaper to develop an idea of the preferred style. Ask about press deadlines and meet them scrupulously. An article that is received too late for this week's paper may be considered old news by next week.

Submit your story typed and double-spaced on one side of the paper only. Your name, address and phone number goes on the top left-hand side. Start the first page about half-way down the sheet. Your opening paragraph should be a short fact-filled lead-in to the main body of the story.

Don't forget the five Ws of journalism:

WHO--the name of your school, the speaker, the people involved. Include names, titles, accomplishments, quotations.

WHAT--is happening. Why is it newsworthy?

WHEN--exact time and date.

WHERE--the location. Name of the school and address, address of the place chosen for the field trip, etc.

WHY--is this happening. Give background details, relevant information about your school. Is the general public invited?

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Submit 8" X 10" glossy photos. Don't use stereotyped rows of people; have active, uncluttered, interesting photos that illustrate some point in your article. Include a list of the names of people in the photo. Don't submit negatives.

Don't overlook the use of display or classified ads in your local paper. These are usually relatively inexpensive and are read by most subscribers. Also consider letters to the editor by your teacher or executive outlining the need and value of well-run licensed facilities for young children.

Large metropolitan dailies can be interested in major news events from your school or council. They will usually provide their own reporter and photographer. Large workshops or conferences at a local, state or provincial level usually receive coverage. A story on one or more local cooperative nursery schools can be used as a tie-in with the need for expanded preschool facilities, new legislation for preschools or the beginning of the school year.

Radio and TV

Most radio and TV stations reserve some programming time for local news coverage and interviews. Check programs to find the interviewer or the news broadcaster most likely to be interested in preschool education. Pick your time to coincide with a current news event--a workshop, an annual meeting or conference or new legislation for preschools. Send an introductory letter to a prospective interviewer outlining the aims of and facts pertaining to your organization, and including background information on the person you suggest be interviewed.

Dear Miss LaLynn:

We are very interested in having a representati cooperative preschool council appear on your Listed below are some of the pertinent facts rel parent participation preschools.

- There are approximately_____families in area involved in preschools.
- There are _____ preschools in the metropoli Most are non-sectarian, non profit groups organ parents who are responsible for their administratio
- Three to five year old children attend from two to tw a half hours in the morning or afternoon two to five d per week depending on the group.
- A qualified teacher is in charge with parent as serving on a rotating basis.
- Mothers must have participated in an orientation pr in order to assist the teachers.
- Fathers also participate in the co-ops. by building maintaining toys and equipment and by acting as sultants in their occupational fields

The prospective interviewee should be familiar with the program on which she will appear. She should know the style of the interviewer and the amount of time usually allotted to individual interviews.

Who should be interviewed? Someone with an enthusiasm for and a good knowledge of preschool organizations--a teacher, school chairman, council representative or an aware, enthusiastic mother. A child psychologist or a social worker may be included in the interview. A combination of speakers may offer the best over-all picture of the cooperative school and the family working together to the benefit of the child, the parents and the community.

Select an out-going, verbal representative who can think on his feet. Be certain that your representative has all the facts on your school and council, other schools, legislation, local by-laws and licensing requirements, and any special needs in your community. Being informed will help dispell some of the normal nervousness. An advance list of probable questions will also help.

Are the TV cameras coming to your school? Don't panic. Try to arrange a setting that portrays a normal average day in your classroom. Know in advance how long the filming will take and what portion of your program will be covered. Don't attempt any special activities. Don't "warn" your children in advance. If the staff is reasonably at ease, the children should not be self-conscious or camera-shy for long.

and Finally...

Word of mouth and general good-will in the community cannot be underestimated. Satisfied parents are the best avenue of publicity that a cooperative nursery school has. Since parents often belong to other organizations, both mother and father may be able to use their influence for publicity through announcements, flyers, brochures, or booths with nursery school information at meetings and other activities of:

Churches
YMCA, YWCA and YWHA
Civic Associations
Boards of Education
County Health Service
Political Groups
Public libraries
Teachers' Associations
Professional Societies
Service Clubs (Lions, Kiwanis, Elks)
Junior and Senior Chambers of Commerce

Invite members of your local Home and School to your parent education meetings. Many times the officers of the Home and School are mothers who have had children in your preschool and they will be glad to help. Members of your group should participate in other service work and make the school known to those people with whom they come in contact. Always remember: good publicity and good public relations go hand in hand.